

## Nikki Watkins

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**From:** Alfredo Naim-Garcia  
**Sent:** Wednesday, November 02, 2016 11:52 AM  
**To:** Brooke Gallagher; Nikki Watkins  
**Subject:** FW: Total Campaign Summary Scan

Once we got an agreement I took over again....

**Alfredo Naim-Garcia**  
Account Manager  
KLZT-FM – 107.1 La Z  
KLZT-HD2 – Latino 102.7  
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**From:** Alfredo Naim-Garcia  
**Sent:** Thursday, October 13, 2016 5:39 PM  
**To:** Sarah Chatellier; 'Jim Wick'  
**Cc:** Daniel Sahl  
**Subject:** RE: Total Campaign Summary Scan

Hi Jim,

It will be my pleasure to work with you and your team!

Please let us know if you have any questions regarding creative, or if we can help you with anything else. On our side everything is ready to go (pending creative.)

I have attached our credit card form for payment, let me know if you would prefer a different billing method.

Best,

**Alfredo Naim-Garcia**  
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**From:** Sarah Chatellier  
**Sent:** Thursday, October 13, 2016 11:53 AM  
**To:** 'Jim Wick'  
**Cc:** Daniel Sahl; Alfredo Naim-Garcia  
**Subject:** RE: Total Campaign Summary Scan

Thanks, Jim! We really appreciate the opportunity to work with you in support of Prop 1.

So you have a few options. We can do either static ads or animated ads. And you can have different creative for each target (urban dwellers/businesses and 30-50 liberal voters) if you wish.

Here are the ad dimensions for static:

Desktop/Tablet: 300x250, 728x90, 160x600  
(under 40 KB)

Mobile: 320x50  
(under 10 KB)

Either .png or .jpeg format

If you'd like animated ads, we can rotate up to three frames. (For instance, first slide says "Reduce traffic", second slide says "Increase safety," third slide says "Vote FOR Prop 1"). The files would need to be GIFs with the same max file sizes. Since it's more difficult to stay under the max file size using a rotating GIF file, color variations and pictures in the design should be kept to a minimum.

We'll also need the url for the landing page you want the ads to click through to.

I've copied Alfredo on this email; he'll be getting everything entered and running on the back-end. If you prefer we work directly with Creative Civilization, please introduce us and Alfredo will coordinate from there.

Thanks so much, Jim!  
Sarah

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**From:** Jim Wick [<mailto:jim@moveaustinfoforward.org>]  
**Sent:** Thursday, October 13, 2016 11:04 AM  
**To:** Sarah Chatellier; Daniel Sahl  
**Subject:** Fw: Total Campaign Summary Scan

Hi Sarah,

Attached is the executed contract. What kind of creative do you need from me?

Thanks,  
Jim